

Please cancel claims 1-12, without prejudice or disclaimer.

Please add the following new claims:

13. A method of dynamically at least one of allocating, upgrading and awarding admittance to events to an event customer via a data communication network, said data communication network optionally comprising a server, workstations operably connectable to said server, one or more databases operably connectable to said server and said workstations, said workstations optionally including a web browser interface facilitating communication with said server, a point of sale server operably connectable to the server, a point of sale system operably connectable to the point of sale server, and wireless devices operably connectable to said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephones, and a mobile data device, said wireless device comprising at least one of transmitting and receiving means and transceiver means for receiving and transmitting signals, said method comprising the at least one of the sequential, non-sequential and sequence independent steps of:

(a) receiving a communication from the event customer, the communication including a request to obtain admittance to at least one event, the communication also including an identifier associated with an identification device;

(b) updating an account associated with said identifier to reflect the request;

(c) at least one of accessing and verifying the account by utilizing the identifier stored on the identification device at the point of sale system upon presentation of the identification device to verify the request;

(d) admitting the event customer at the point of sale system after verification of the request;

(e) determining an available allocation associated with the event and notifying at least one of the event customers that are at least one of currently attending the event, and registered for at least one of allocating, provisioning, upgrading and awarding responsive to said determining the available allocation;

(f) accepting by at least one of the event customers said at least one of allocating, provisioning, upgrading and awarding in accordance with predetermined criteria;

(g) evaluating the event customer by other patrons in the vicinity of the upgraded and re-allocated event customer evaluate the event customer with respect to at least one of appropriate behavior, wearing of excessively large hats, and drunkenness behavior;

(h) determining future at least one of upgrades and reallocations using said evaluation in a re-allocation algorithm for the event customer being upgraded;

(i) billing the at least one of the event customers in at least one of real-time or at a later time for said at least one of allocating, provisioning, upgrading and awarding in accordance with the second predetermined criteria; and

(j) paying by the at least one of the event customers responsive to said billing step (g),

wherein said receiving, updating, accessing, verifying, admitting, determining, accepting, billing and paying steps further include equivalent steps thereof.

14. The method of claim 13, wherein the communication includes at least one of payment information, an event selection, a venue selection, a concession selection, and a merchandise selection.

15. The method of claim 13, wherein said identification device comprises a memory medium for storing the identifier, and wherein said accessing step further comprises reading said identifier from said identification device with a reading device.

16. The method of claim 13, wherein the account is stored in at least one of the server, the identification device, and the point of sale server.

17. The method of claim 13, wherein the account includes a list of purchased items.

18. The method of claim 13, wherein the request comprises at least one of a movie ticket, a sporting event ticket, a concession, or merchandise.

19. The method of claim 13, further comprising receiving demographic information from the event customer.

20. The method of claim 13, further comprising generating at least one of a physical receipt, a confirmation, and an electronic confirmation with at least one of the identification device and the point of sale server.

21. The method of claim 13, further comprising the step of generating at least one of a physical receipt, a confirmation, and an electronic confirmation with at least one of the

identification device and the point of sale server, and the at least one of the physical receipt, the confirmation, and the electronic confirmation comprises at least one of reserved seating and purchase information.

22. A method of dynamically at least one of allocating, upgrading and awarding admittance to events to an event customer via a data communication network, said data communication network optionally comprising a server, workstations operably connectable to said server, one or more databases operably connectable to said server and said workstations, said workstations optionally including a web browser interface facilitating communication with said server, a point of sale server operably connectable to the server, a point of sale system operably connectable to the point of sale server, and wireless devices operably connectable to said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephones, and a mobile data device, said wireless device comprising at least one of transmitting and receiving means and transceiver means for receiving and transmitting signals, said method comprising the at least one of the sequential, non-sequential and sequence independent steps of:

(a) receiving a communication from the event customer, the communication including a request for at least one of a movie ticket, a sporting event ticket, a concession, or merchandise to obtain admittance to at least one event, the communication also including an identifier associated with an identification device, and said receiving step further including equivalents thereof;

(b) updating an account associated with said identifier to reflect the request;

(c) at least one of accessing and verifying the account by utilizing the identifier stored on the identification device at the point of sale system upon presentation of the identification device to verify the request;

(d) admitting the event customer at the point of sale system after verification of the request;

(e) determining an available allocation associated with the event and notifying at least one of the event customers that are at least one of currently attending the event, and registered for at least one of allocating, provisioning, upgrading and awarding responsive to said determining the available allocation; and

(f) accepting by at least one of the event customers said at least one of allocating, provisioning, upgrading and awarding in accordance with predetermined criteria, wherein patrons in the vicinity of the upgraded and re-allocated event customer evaluate the event customer with respect to at least one of appropriate behavior, wearing of excessively large hats, and drunkenness behavior, and said evaluation is used in a re-allocation algorithm in determining future upgrades to the event customer being upgraded.

23. A system of dynamically at least one of allocating, upgrading and awarding admittance to events to an event customer via a data communication network, said data communication network optionally comprising a server, workstations operably connectable to said server, one or more databases operably connectable to said server and said workstations, said workstations optionally including a web browser interface facilitating communication with said server, a point of sale server operably connectable to the server, a point of sale system operably connectable to the point of sale server, and wireless devices operably connectable to

said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephones, and a mobile data device, said wireless device comprising at least one of transmitting and receiving means and transceiver means for receiving and transmitting signals, said system comprising:

(a) means for receiving a communication from the event customer, the communication including a request for at least one of a movie ticket, a sporting event ticket, a concession, or merchandise to obtain admittance to at least one event, the communication also including an identifier associated with an identification device, and said means for receiving step further including equivalents thereof;

(b) means for updating an account associated with said identifier to reflect the request;

(c) means for at least one of accessing and verifying the account by utilizing the identifier stored on the identification device at the point of sale system upon presentation of the identification device to verify the request;

(d) means for admitting the event customer at the point of sale system after verification of the request;

(e) means for determining an available allocation associated with the event and notifying at least one of the event customers that are at least one of currently attending the event, and registered for at least one of allocating, provisioning, upgrading and awarding responsive to said determining the available allocation;

(f) means for accepting by at least one of the event customers said at least one of allocating, provisioning, upgrading and awarding in accordance with predetermined criteria; and

(g) means for evaluating the event customer by other patrons located in the vicinity of the upgraded and re-allocated event customer with respect to at least one of appropriate behavior, wearing of excessively large hats, and drunkenness behavior, and said evaluation is used in a re-allocation algorithm in determining future upgrades to the event customer being upgraded.

24. A system to upgrade and award admittance to events to an event customer, said system comprising:

a server comprising a processor and a memory medium, said server connected to a data communication network, said memory medium containing instructions for controlling said processor, wherein said processor receives a communication from the event customer, the communication including a request to obtain admittance to at least one event, the communication also including an identifier associated with the event customer, updates a database indicating that the request was processed, determines first predetermined criteria associated with the event indicative of at least one other event customer not attending the event, releases an allocation associated with the at least one other event customer responsive to said determining step, and notifies at least another of the event customers to at least one of upgrade and award the at least another of the event customers with the allocation; and

a plurality of wireless devices operably connectable to said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephone, and a mobile data device, said wireless device comprising at least one of transmitting and receiving means and transceiver means for receiving and transmitting signals to and from said